

PowerPoint 2002



Creating a Presentation

Objectives

- ▶ Plan an effective presentation
- ◀MOUS▶ Enter slide text
- ◀MOUS▶ Create a new slide
- ◀MOUS▶ Enter text in the Outline tab
- ◀MOUS▶ Add slide headers and footers
- ◀MOUS▶ Choose a look for a presentation
- ◀MOUS▶ Check spelling in a presentation
- ◀MOUS▶ Evaluate a presentation

Now that you are familiar with PowerPoint basics, you are ready to plan and create your own presentation. To do this, you first enter and edit the presentation text, and then you can focus on the design and look of your presentation. PowerPoint helps you accomplish these tasks with the AutoContent Wizard and with a collection of professionally prepared slide designs, called **design templates**, which can enhance the look of your presentation. In this unit, you create a presentation using a PowerPoint design template.  Maria Abbott, general sales manager at MediaLoft, needs to prepare a marketing presentation on a new service that MediaLoft is planning to introduce later in the year. She begins by planning her presentation.





Planning an Effective Presentation

Before you create a presentation using PowerPoint, you need to plan and outline the message you want to communicate and consider how you want the presentation to look. When preparing the outline, you need to consider where you are giving the presentation and who your audience will be. It is also important to know what resources you might need, such as a computer or projection equipment.  Using Figure B-1 and the planning guidelines below, follow Maria as she outlines the presentation message.

Details

In planning a presentation, it is important to:

► **Determine the purpose of the presentation**

When you have a well-defined purpose, developing an outline for your presentation is much easier. Maria needs to present a marketing plan for a new Internet service that MediaLoft is planning to launch later in the year.

► **Determine the message you want to communicate, then give the presentation a meaningful title and outline your message**

If possible, take time to adequately develop an outline of your presentation content before creating the slides. Maria starts her presentation by defining the new service, describing the competition, and stating the product positioning. See Figure B-1.

► **Determine the audience and the delivery location**

The presentation audience and delivery location can greatly affect the type of presentation you create. For example, if you had to deliver a presentation to your staff in a small, dimly lit conference room, you may create a very simple presentation; however, if you had to deliver a sales presentation to a client in a formal conference room with many windows, you may need to create a very professional-looking presentation. Maria will deliver her presentation in a large conference room to MediaLoft's marketing management team.

► **Determine the type of output—black-and-white or color overhead transparencies, on-screen slide show, or an online broadcast—that best conveys your message, given time constraints and computer hardware availability**

Because Maria is speaking in a large conference room to a large group and has access to a computer and projection equipment, she decides that an on-screen slide show is the best output choice for her presentation.

► **Determine a look for your presentation which will help communicate your message**

You can choose one of the professionally designed templates that come with PowerPoint, modify one of these templates, or create one of your own. Maria wants a simple and artistic template to convey the marketing plan.

► **Determine what additional materials will be useful in the presentation**

You need to prepare not only the slides themselves but also supplementary materials, including speaker notes and handouts for the audience. Maria uses speaker notes to help remember a few key details, and she will pass out handouts for the audience to use as a reference.

FIGURE B-1: Outline of the presentation content

1. iMedia
-Proposed Marketing Plan
-Maria Abbott
-May 26, 2003
-General Sales Manager
2. Product Definition
-Internet media service provider
-Music and video
-Articles and trade papers
-Historical papers archive
-Publishing service
-Papers, articles, books, games, and more...
3. Competition
-Bookstores
-Internet stores
-Media services
-Ratings
4. Product Positioning
-Only licensed media download service provider
-Only interactive service provider
-Only publishing service provider



Using templates from the Web

When you create a presentation, you have the option of using one of the design templates supplied with PowerPoint, or you can use a template from another source, such as a Web server or Microsoft's Office Template Gallery Web site. To create a presentation using a template from a Web server, start PowerPoint, open the New Presentation task pane, then click the Templates on my Web Sites hyperlink. The New from Templates on my Web Sites dialog box opens. Locate and open the template you want to use, then save it

with a new name. To use a template from Microsoft's Office Template Gallery, open the New Presentation task pane, then click the Templates on Microsoft.com hyperlink. Your Web browser opens to the Microsoft Office Template Gallery Web site. Locate the PowerPoint template you want to use, then click the Edit in Microsoft PowerPoint hyperlink to open and save the template in PowerPoint. The first time you use the Template Gallery, you must install Microsoft Office Template Gallery and accept the license agreement.



Entering Slide Text

Each time you start PowerPoint, a new presentation with a blank title slide appears in Normal view. The title slide has two **text placeholders** that are boxes with dashed-line borders where you enter text. The top text placeholder on the title slide is the **title placeholder**, labeled “Click to add title.” The bottom text placeholder on the title slide is the **main text placeholder**, labeled “Click to add subtitle.” To enter text in a placeholder, simply click the placeholder and then type your text. After you enter text in a placeholder, the placeholder becomes a text object. An **object** is any item on a slide that can be manipulated. Objects are the building blocks that make up a presentation slide.  Maria begins working on her presentation by starting PowerPoint and entering text on the title slide.

Steps 123

1. Start PowerPoint

A new presentation appears displaying a blank slide.

2. Move the pointer over the title placeholder labeled “Click to add title” in the slide pane

The pointer changes to  when you move the pointer over the placeholder. In PowerPoint, the pointer often changes shape, depending on the task you are trying to accomplish.

3. Click the title placeholder

The **insertion point**, a blinking vertical line, indicates where your text will appear in the title placeholder. A **selection box**, the slanted line border, appears around the title placeholder, indicating that it is selected and ready to accept text. See Figure B-2.

Trouble?

If you press a wrong key, press [Backspace] to erase the character, then continue to type.

4. Type iMedia

PowerPoint center-aligns the title text within the title placeholder, which is now a text object. Notice that text appears on the slide thumbnail on the Slides tab.

5. Click the main text placeholder in the slide pane

A wavy, red line may appear under the word “iMedia” in the title object indicating that the automatic spellchecking feature in PowerPoint is active. Don’t worry if it doesn’t appear on your screen.

6. Type Proposed Marketing Plan, then press [Enter]

The insertion point moves to the next line in the text placeholder.

7. Type Maria Abbott, press [Enter], type May 26, 2003, press [Enter], then type General Sales Manager

Notice that the AutoFit Options button  appears near the text object. The AutoFit Options button on your screen tells you that PowerPoint has automatically decreased the size of all the text in the text object to fit in the text object.

8. Click the Autofit Options button , then click Stop Fitting Text to This Placeholder on the shortcut menu

The text in the main text box changes back to its original size as shown in Figure B-3. The text object looks a little crowded.

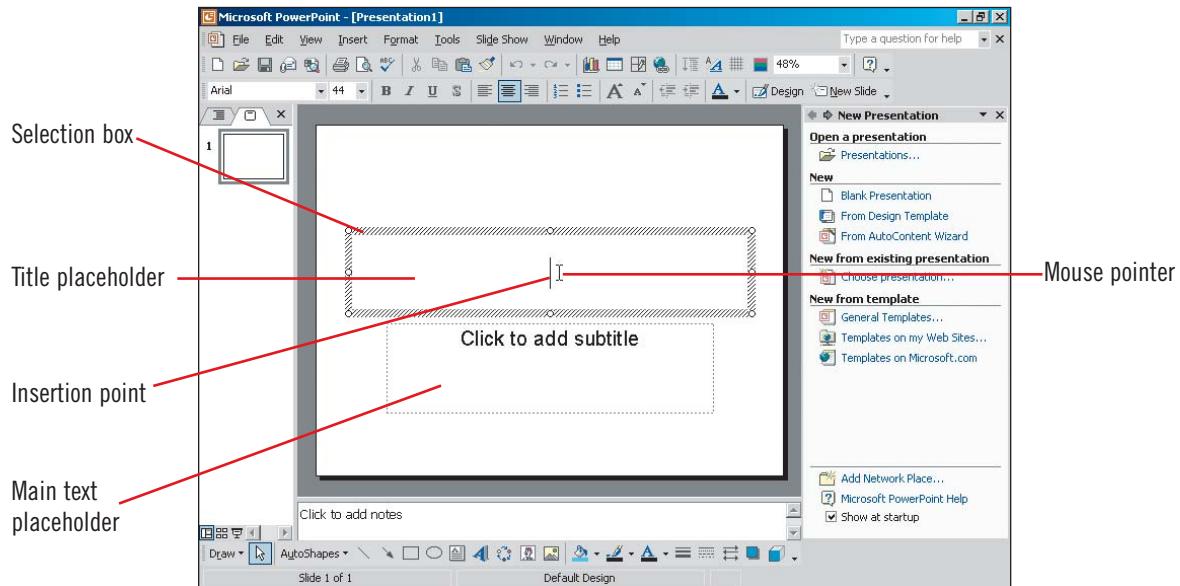
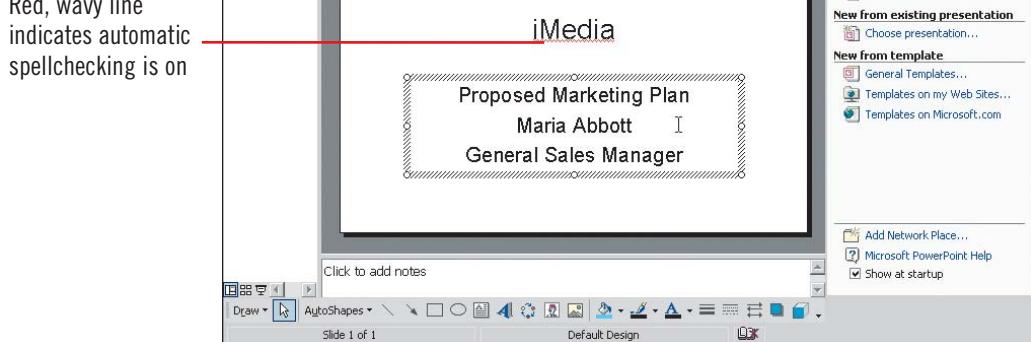
9. Position to the right of 2003, drag to select the entire line of text, press [Backspace], then click outside the main text object in a blank area of the slide

The text and the line it occupied are deleted and the Autofit Options button closes. Clicking a blank area of the slide deselects all selected objects on the slide.

10. Click the Save button on the Standard toolbar, then save your presentation as iMedia 1 to the drive and folder where your Project Files are stored

Trouble?

If the insertion point is blinking in a blank line after completing this step, press [Backspace] one more time.

FIGURE B-2: Slide with selected title placeholder**FIGURE B-3:** Title slide with text

Using Speech Recognition

Speech recognition technology lets you enter text and issue commands by talking into a standard microphone connected to your computer. It is an Office-wide program that you must install and set up before you can use it. To start using Speech Recognition, start Word, click Tools on the menu bar, then click Speech. You might be prompted to install the Speech Recognition files using the Office CD. Once you have installed the Speech Recognition files, the Speech Recognition component will be available in all Office

programs. The Training Wizard is a series of paragraphs that you read into your computer's microphone. These training sessions teach the Speech module to recognize your voice. They also teach you the speed and level of clarity with which you need to speak so that the program can understand you. Training sessions improve the performance of the Speech Recognition module. If you don't use the training sessions, the Speech Recognition module may be inaccurate.



Creating a New Slide

To help you create a new slide easily, PowerPoint offers 27 predesigned slide layouts. A **slide layout** determines how all of the elements on a slide are arranged. Slide layouts include a variety of placeholder arrangements for different objects, including titles, text, clip art, tables, charts, diagrams, and media clips, and are organized by layout type in the following categories: text layouts, content layouts, text and content layouts, and other layouts. You have already used the title slide layout in the previous lesson. Table B-1 describes some of the placeholders you'll find in the slide layouts.

 To continue developing the presentation, Maria needs to create a slide that defines the new service MediaLoft is developing.

Steps 123⁴

QuickTip

You can also insert a new slide from the Slide Layout task pane: point to the slide layout you want, click the slide layout list arrow, then click Insert New Slide.

1. Click the **New Slide** button

A new blank slide appears after the current slide in your presentation and the Slide Layout task pane opens, as shown in Figure B-4. The new slide in the slide pane contains a title placeholder and a **body text** placeholder for a bulleted list. Notice that the status bar indicates Slide 2 of 2 and that the Slides tab now contains two slide thumbnails. The Slide Layout task pane identifies the different PowerPoint slide layouts that you can use in your presentation. A selection box appears around the Title and Text slide layout identifying it as the currently applied layout for the slide. You can easily change the current slide's layout by clicking a slide layout icon in the Slide Layout task pane.

2. Point to the **Title and 2-Column Text layout** (last layout in the Text Layouts section) in the Slide Layout task pane

When you place your pointer over a slide layout icon, a selection list arrow appears. You can click the list arrow to choose options for applying the layout. After a brief moment, a ScreenTip also appears that identifies the slide layout by name.

3. Click the **Title and 2-Column Text layout**

A slide layout with two text placeholders replaces the Title and Text slide layout.

4. Type **Product Definition**, then click the **left body text placeholder** in the slide pane

The text you type appears in the title placeholder, and the insertion point appears next to a bullet in the left body text placeholder.

5. Type **Internet media provider**, then press **[Enter]**

A new first-level bullet automatically appears when you press [Enter].

6. Press **[Tab]**

The new first-level bullet indents and becomes a second-level bullet.

7. Type **Music and video**, press **[Enter]**, type **Articles and trade papers**, press **[Enter]**, then type **Historical papers archive**

The left text object has four bullet points.

8. Press **[Ctrl][Enter]**, then type **Publishing service**

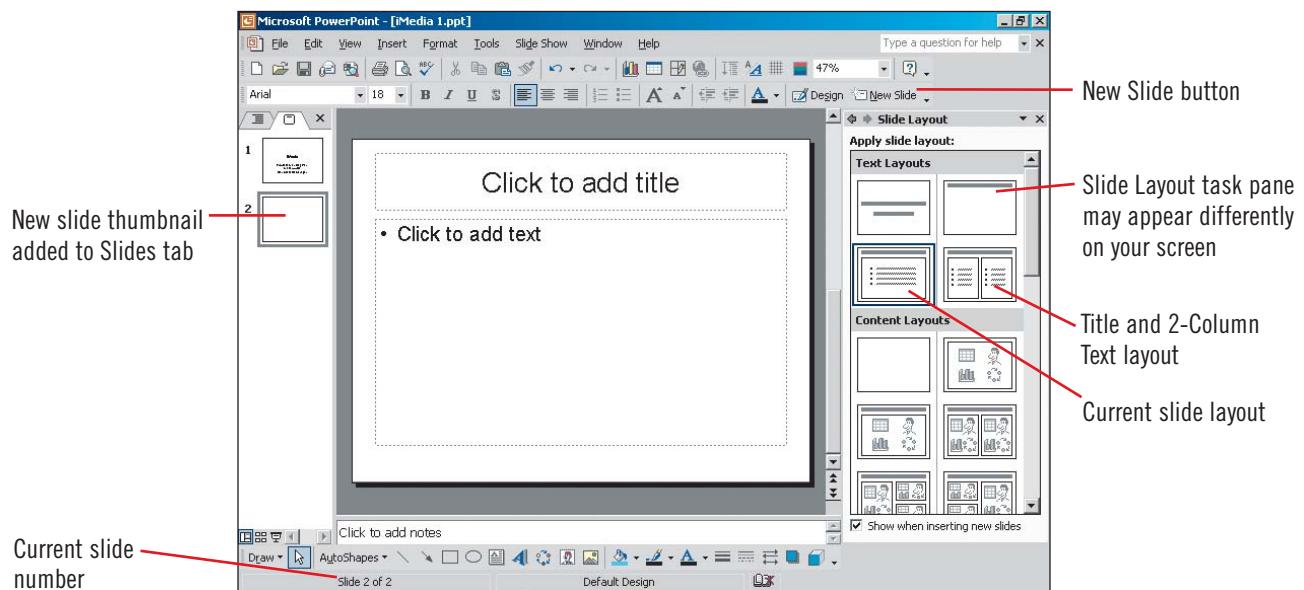
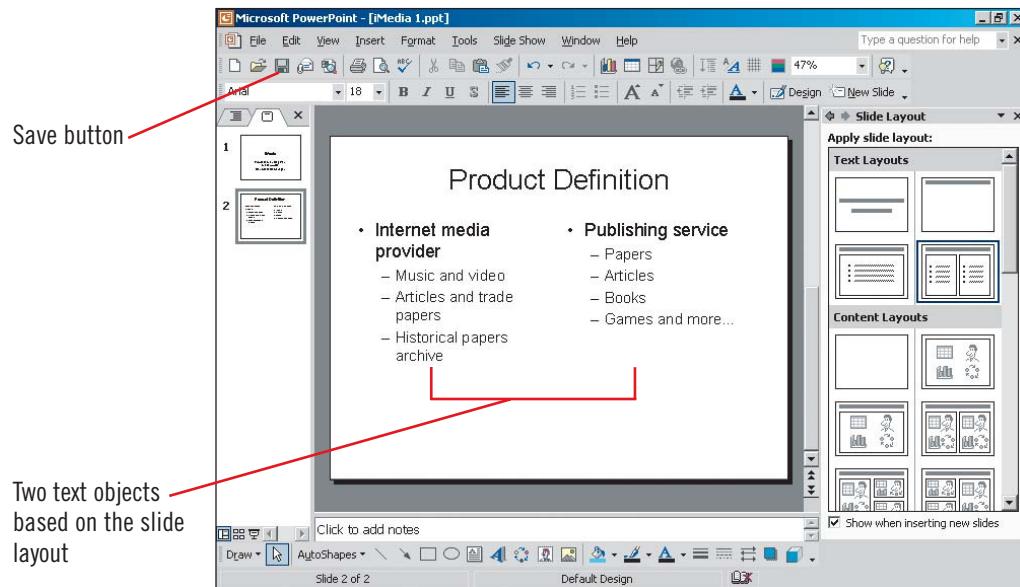
Pressing [Ctrl][Enter] moves the insertion point to the next text placeholder. Because this is a two-column layout, the insertion point moves to the other body text placeholder on the slide.

9. Press **[Enter]**, press **[Tab]**, type **Papers**, press **[Enter]**, type **Articles**, press **[Enter]**, type **Books**, press **[Enter]**, type **Games and more...**, click in a blank area of the slide, then click the **Save button**

Your changes to the file are saved. Compare your screen with Figure B-5.

Trouble?

If you mistype common words, PowerPoint automatically corrects them when you press [Spacebar] or [Enter]. You know PowerPoint has automatically corrected a word when you point to a word and a small rectangle appears under the word. To see a list of common typing errors that PowerPoint corrects automatically, click Tools on the menu bar, then click AutoCorrect Options.

FIGURE B-4: New blank slide in Normal view**FIGURE B-5:** New slide with Title and 2-Column Text slide layout**TABLE B-1:** Slide Layout placeholders

placeholder	symbol	description
Bulleted List		Inserts a short list of related points
Clip Art		Inserts a picture from the Clip Gallery
Chart		Inserts a chart created with Microsoft Graph
Diagram or Organization Chart		Inserts a diagram or organizational chart
Table		Inserts a table
Media Clip		Inserts a music, sound, or video clip
Content		Inserts objects such as a table, a chart, clip art, a picture, a diagram or organizational chart, or a media clip



Entering Text in the Outline Tab

Steps 123

QuickTip

The commands on the Outlining toolbar can be helpful when working in the Outline tab. To open the Outlining toolbar, click View on the menu bar, point to Toolbars, then click Outlining.

1. Click the Outline tab to the left of the slide pane

The Outline tab enlarges to display the text of your slides. The slide icon for Slide 2 is highlighted, indicating that it's selected. Notice the numbers 1 and 2 that appear to the left of the first-level bullets for Slide 2, indicating that there are two body text objects on the slide.

2. Point to the Title and Text layout (second row, first column) in the Slide Layout task pane, click the list arrow, then click Insert New Slide

A new slide, Slide 3, with the Title and Text layout appears as the current slide below Slide 2. A selected slide icon appears next to the slide number when you add a new slide to the outline. See Figure B-6. Text that you enter next to a slide icon becomes the title for that slide.

3. Click next to the Slide 3 slide icon in the Outline tab, type Competition, press [Enter], then press [Tab]

A new slide was inserted when you pressed [Enter], but because you want to enter body text for the slide you just created, you indented this line to make it part of Slide 3.

4. Type Bookstores, press [Enter], type E-sites, press [Enter], type Media services, press [Enter], type Ratings, then press [Enter]

Make sure you typed "Bookstores" without the "r" as shown.

5. Press [Shift][Tab]

The bullet that was created when you pressed [Enter] changes to a new slide icon.

6. Type Product Positioning, press [Ctrl][Enter], type Licensed media download provider, press [Enter], type Publishing service provider, press [Enter], type Interactive service provider, then press [Ctrl][Enter]

Pressing [Ctrl][Enter] while the cursor is in the body text object creates a new slide with the same layout as the previous slide. Two of the bulleted points you just typed for Slide 4 are out of order, and you don't need the new Slide 5 you just created.

QuickTip

If you click the Undo button list arrow, you can undo more actions.

7. Click the Undo button on the Standard toolbar

Clicking the Undo button undoes the previous action. Slide 5 is deleted and the insertion point moves back up to the last bullet in Slide 4.

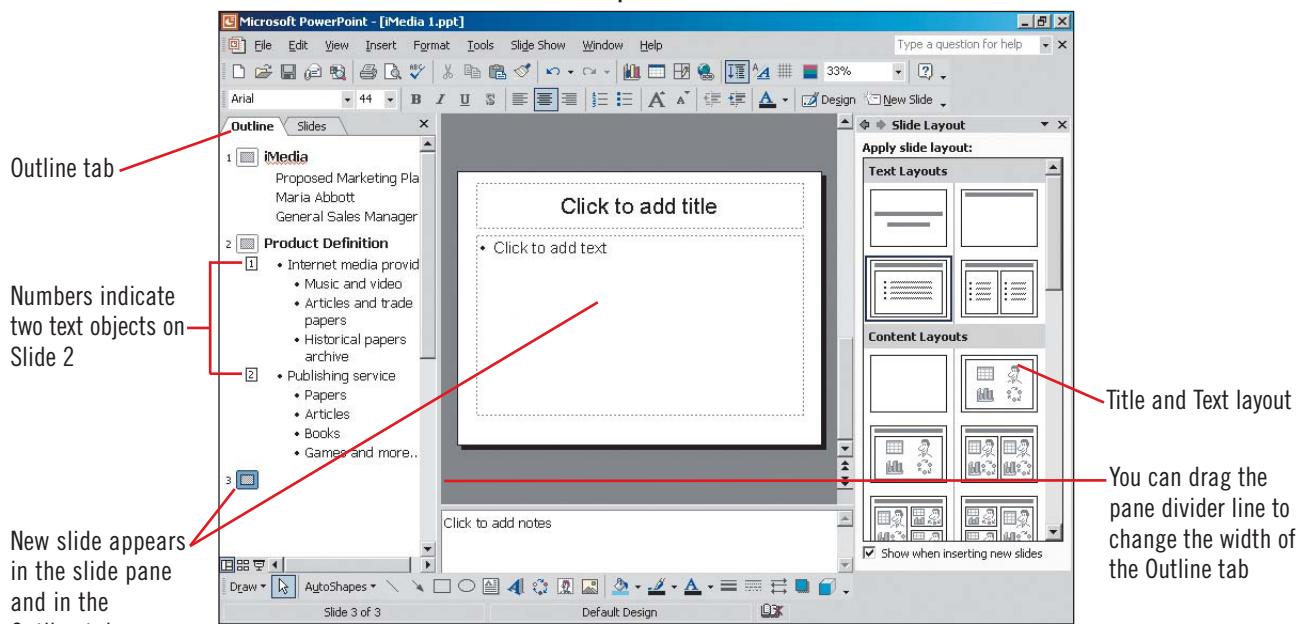
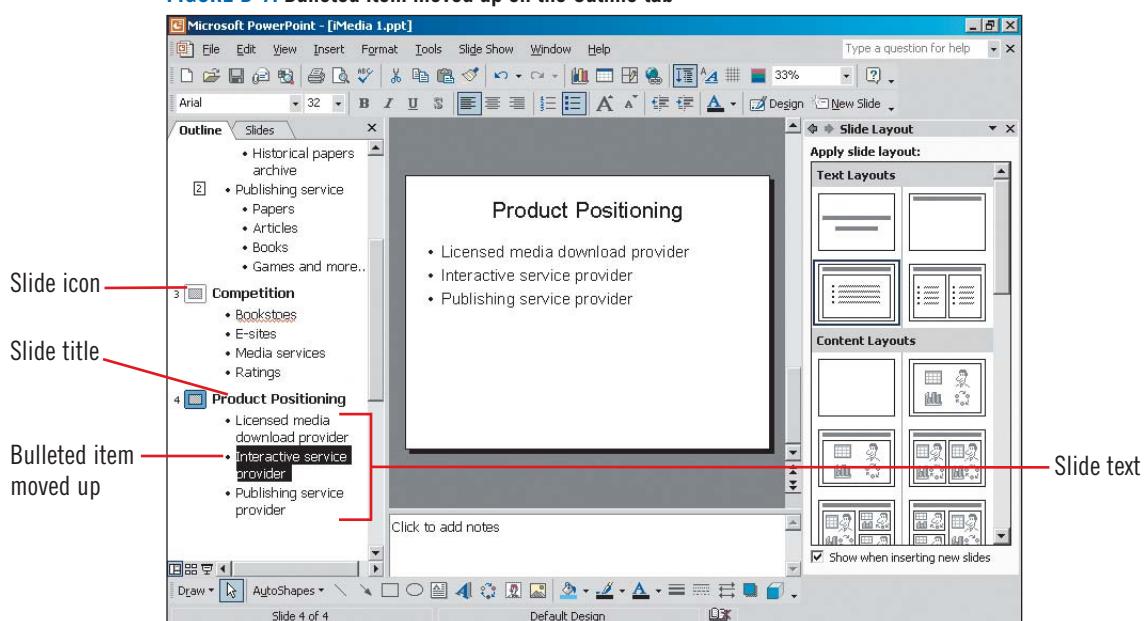
8. Position the pointer to the left of the last bullet in Slide 4 in the Outline tab The pointer changes to .

9. Drag the mouse pointer up until the pointer changes to and a vertical indicator line appears above the second bullet point in Slide 4, then release the mouse button The third bullet point moves up one line in the outline and trades places with the second bullet point, as shown in Figure B-7.

10. Click the Slides tab, click the Slide 2 icon in the Slides tab, then save your work Slide 2 of 4 should appear in the status bar.

Trouble?

If your screen does not match Figure B-7, drag the text to the correct location.

FIGURE B-6: Normal view with Outline tab open**FIGURE B-7: Bulleted item moved up on the Outline tab**

What do I do if I see a lightbulb on a slide?

If you have the Office Assistant showing, you may see a yellow lightbulb in your presentation window. The lightbulb is part of the PowerPoint Help system and it can mean several things. First, the Office Assistant might have a suggestion for an appropriate piece of clip art for that slide. Second, the Office Assistant might have a helpful tip based on the task you are performing. This is known as a context-sensitive tip.

Third, the Office Assistant might have detected a style, such as a word in the slide title that should be capitalized, which is inconsistent with preset style guidelines. When you see a lightbulb, you can click it, read the dialog balloon, and click the option you prefer, or you can ignore it. If the Office Assistant is hidden or turned off, the lightbulb will not appear.



Adding Slide Headers and Footers

Header and footer text, such as your company or product name, the slide number, and the date, can give your presentation a professional look and make it easier for your audience to follow. On slides, you can add text only to the footer; however, notes or handouts can include both header and footer text. Footer information that you apply to the slides of your presentation is visible in the PowerPoint views and when you print the slides. Notes and handouts header and footer text is visible when you print notes pages, handouts, and the outline.  Maria wants to add footer text to the slides of her presentation.

Steps 123

1. Click **View** on the menu bar, then click **Header and Footer**

The Header and Footer dialog box opens, as shown in Figure B-8. The Header and Footer dialog box has two tabs: one for slides and one for notes and handouts. The rectangles at the bottom of the Preview box identify the default position of the three types of footer text on the slides. Two of the Footer check boxes are selected by default, so two of the rectangles at the bottom of the Preview box are darkened.

2. Click the **Date and time check box** to deselect it

The first dark rectangle at the bottom of the Preview box lightens. The middle dark rectangle identifies where the Footer text—the only check box still selected—will appear on the slide. The rectangle on the right, therefore, shows where the slide number will appear if that check box is selected.

3. Click the **Date and time check box**, then click the **Update automatically option button**

Now every time you view the slide show or print the slides of the presentation, the current date will appear in the footer.

4. Click the **Update automatically list arrow**, then click the **fourth option** in the list

The date format changes.

5. Click the **Slide number check box**, click in the **Footer text box**, then type your name

The Preview box changes to show that all three footer placeholders are selected.

6. Click the **Don't show on title slide check box**

Selecting this check box prevents the footer information you entered in the Header and Footer dialog box from appearing on the title slide. Compare your screen to Figure B-9.

7. Click **Apply to All**

The dialog box closes and the footer information is applied to all of the slides in your presentation except the title slide. You can apply footer information to just one slide in the presentation if you want.

8. Click the **Slide 1 icon** in the Slides tab, click **View** on the menu bar, then click **Header and Footer**

The Header and Footer dialog box opens displaying all of the options that you selected earlier in this lesson. You want to show your name in all the footer on the title slide.

9. Click the **Date and time check box**, the **Slide number check box**, and the **Don't show on title slide check box** to deselect them

Only the text in the Footer text box will appear on the title slide.

10. Click **Apply**, then save your work

Clicking Apply applies the footer information to just the current slide.

QuickTip

If you want the original date that you opened or created the presentation to appear, select the Fixed date option and type the date in the Fixed text box.

Trouble?

If you click **Apply to All** in Step 10, click the **Undo** button on the Standard toolbar and repeat Steps 9 and 10.

FIGURE B-8: Header and Footer dialog box

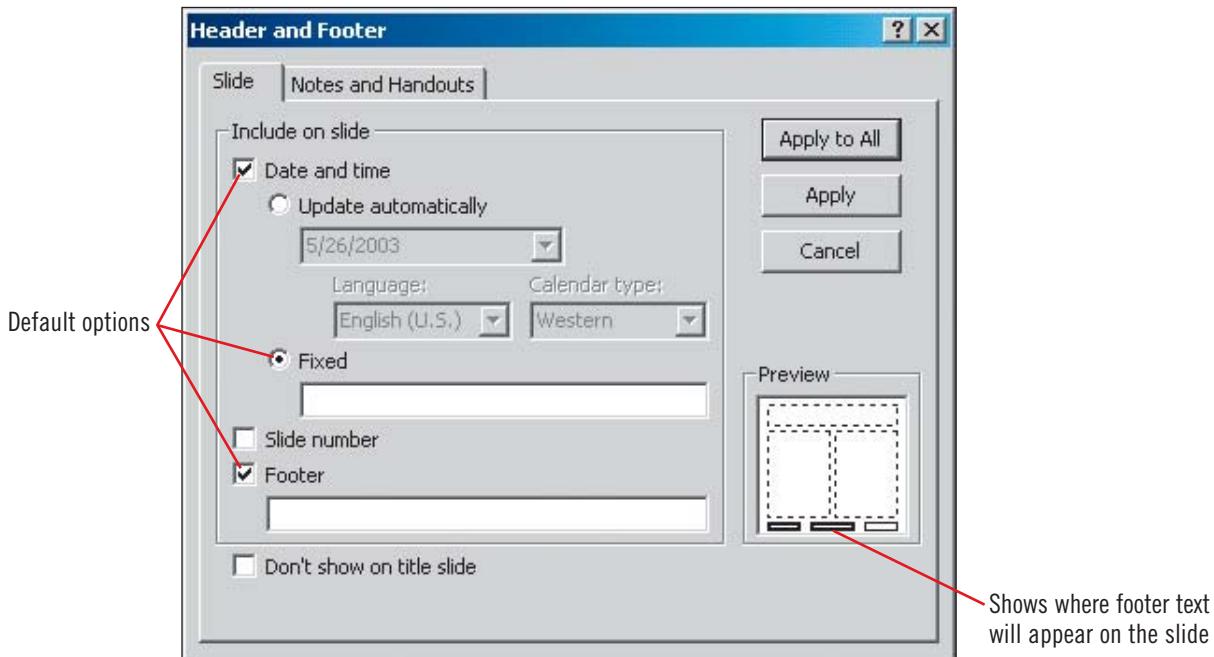
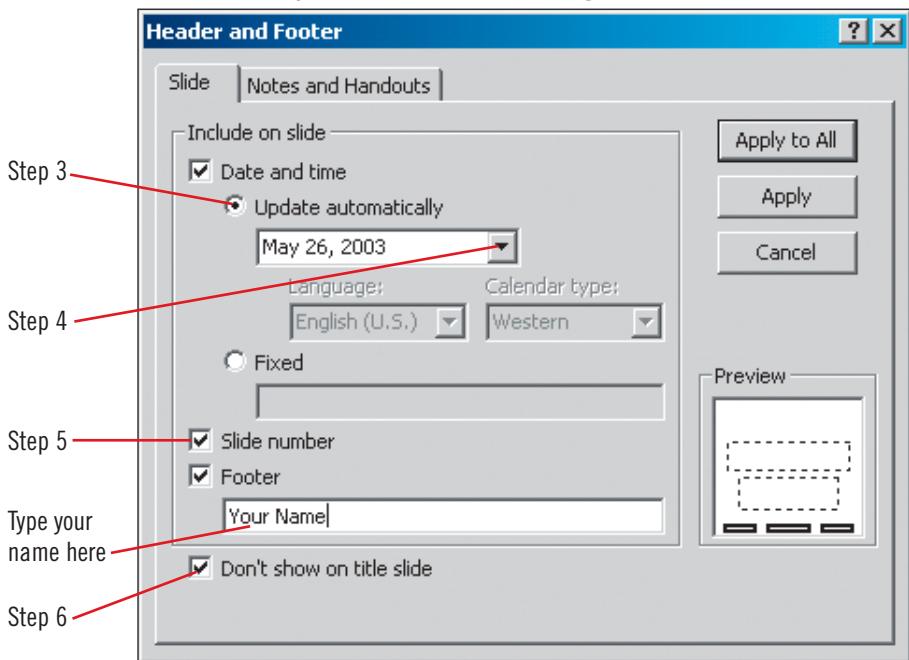


FIGURE B-9: Completed Header and Footer dialog box



Entering and printing notes

You can add notes to your slides when there are certain facts you want to remember during a presentation or when there is information you want to hand out to your audience. Notes do not appear on the slides themselves when you run a slide show. Use the Notes pane in Normal view or Notes Page view to enter notes about your slides. To enter notes on a slide, click in the Notes pane, then type. If you want to insert graphics on the

notes pages, you must use Notes Page view instead of the Notes pane. To open Notes Page view, click View on the menu, then click Notes Page. You can print your notes using the Notes Pages option in the Print dialog box. The notes page can also be a good handout to give your audience for their use. Don't enter any notes, and print the notes pages; the slides will print as thumbnails with space to the right for notes.



Choosing a Look for a Presentation

To help you design your presentation, PowerPoint provides a number of design templates so you don't have to spend time creating the right presentation look. A **design template** has borders, colors, text attributes, and other elements arranged in a specific format that you can apply to one or all the slides in your presentation. In most cases, you would apply one template to an entire presentation; you can, however, apply multiple templates to the same presentation. You can use a design template as is, or you can modify any element to suit your needs. Unless you know something about graphic design, it is often easier and faster to use or modify one of the templates supplied with PowerPoint. No matter how you create your presentation, you can save it as a template for future use.  Maria decides to use an existing PowerPoint template.

Steps 123

QuickTip

You can click the Slide Design button  on the Formatting toolbar.

QuickTip

If you know what design template you want to use for a new presentation, you can apply it before you enter the presentation content. Open a new blank presentation, open the Slide Design task pane, then apply the template.

1. Click the Other Task Panes list arrow in the task pane title bar, then click **Slide Design – Design Templates**

The Slide Design task pane appears, similar to the one shown in Figure B-10. This task pane is split into sections: the three hyperlinks that open sub-task panes at the top of the pane; the Used in This Presentation section, which identifies the templates currently applied to the presentation (in this case, the Default Design template); the Recently Used section, which identifies up to five templates you have applied recently (this section will not appear on your screen if no one has used any other templates); and the Available For Use section, which lists all of the standard PowerPoint design templates that you can apply to a presentation.

2. Scroll down to the **Available For Use** section of the Slide Design task pane, then place your pointer over the **Balance template** (first row, second column)

A selection list arrow appears next to the Balance template icon. The list arrow provides options for you to choose from when applying design templates. To really determine how a design template will look on your presentation, you need to apply it. You can apply as many templates as you want until you find one that you like.

3. Click the **Balance template list arrow**, then click **Apply to All Slides**

The Balance template is applied to all the slides. Notice the new slide background color, the new graphic elements, and the new slide text color. The scales in the background of this template don't fit with the presentation content.

4. Click the **Fireworks template list arrow** (sixth row, first column), then click **Apply to Selected Slides**

The Fireworks template is applied to the title slide of the presentation. This design template doesn't fit with the presentation content either.

5. Click the **Blends template list arrow** (second row, first column), then click **Apply to All Slides**

This simple and colorful design template looks good with the presentation content and fits the MediaLoft company image.

6. Click the **Next Slide button** three times

Preview all the slides in the presentation to see how they look.

7. Click the **Previous Slide button** three times to return to Slide 1

Compare your screen to Figure B-11.

8. Save your changes

FIGURE B-10: Normal view with Slide Design task pane open

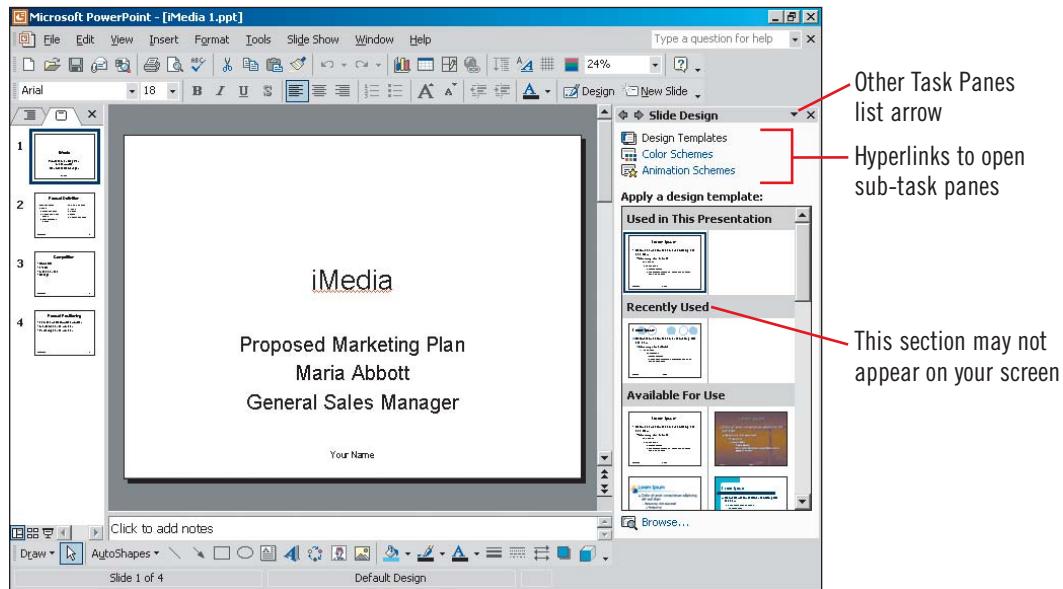
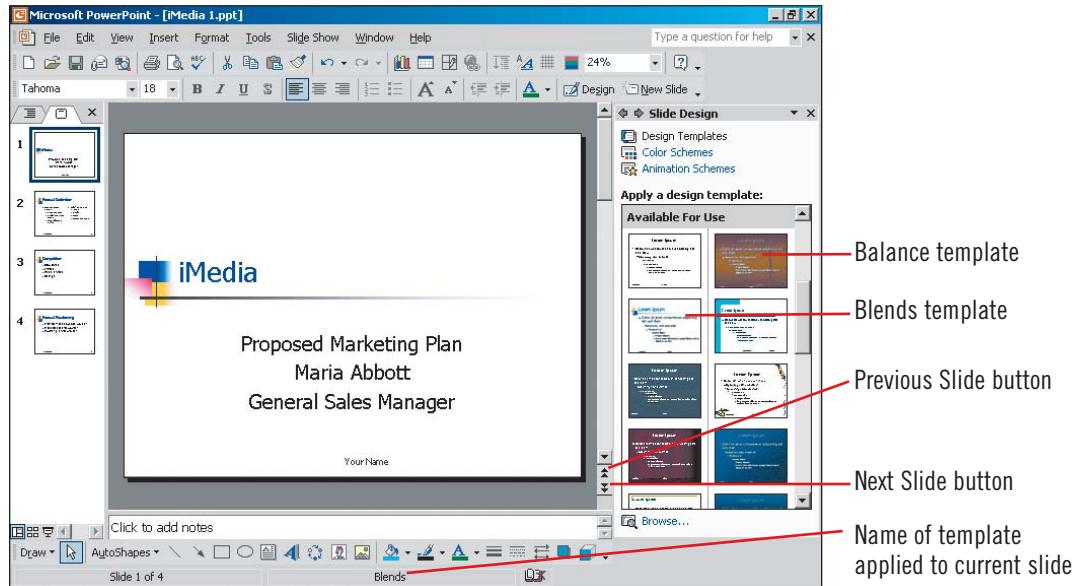


FIGURE B-11: Blends template design applied



Using design templates

You are not limited to using the templates PowerPoint provides; you can either modify a PowerPoint template or create your own. For example, you might want to use your company's color as a slide background or incorporate your company's logo on every slide. If you modify an existing template, you can keep, change, or delete any color, graphic, or font. To create a new template, click Blank Presentation on the New Presentation task pane. Add the design elements you want, then open the Save As dialog box. Click the Save as type list arrow, and

choose Design Template, then name your template, and click Save. PowerPoint will automatically add the file extension .pot to the filename, save the template to the Office Templates folder, and add it to the Slide Design task pane. You can then use your customized template as a basis for future presentations. To apply a template that you created to an existing presentation, open the presentation, then choose the template in the Slide Design task pane. The design template will be applied to your current presentation.



Checking Spelling in the Presentation

As your work nears completion, you need to review and proofread your presentation thoroughly for errors. You can use the spellchecking feature in PowerPoint to check for and correct spelling errors. This feature compares the spelling of all the words in your presentation against the words contained in its electronic dictionary. You still must proofread your presentation for punctuation, grammar, and word-usage errors because the spellchecker recognizes only misspelled words, not misused words. For example, the spellchecker would not identify “The Test” as an error, even if you had intended to type “The Best.”  Maria has finished adding and changing text in the presentation, so she checks her work.

Steps 123⁴

Trouble?

If your spellchecker doesn't find the word “iMedia,” then a previous user may have accidentally added it to the custom dictionary. Skip Steps 1 and 2 and continue with the lesson.

1. Make sure that **Slide 1** is selected in the Slide tab, then click the **Spelling button** 

PowerPoint begins to check the spelling in your entire presentation. When PowerPoint finds a misspelled word or a word it doesn't recognize, the Spelling dialog box opens, as shown in Figure B-12. For an explanation of the commands available in the Spelling dialog box, see Table B-2. In this case, PowerPoint does not recognize “iMedia” on Slide 1. It suggests that you replace it with the word “Media.” You want the word to remain as you typed it.

2. Click **Ignore All**

Clicking Ignore All tells the spellchecker to ignore all instances of this word in this presentation. The next word the spellchecker identifies as an error is the word “Bookstoes” in the text body for Slide 3. In the Suggestions list box, the spellchecker suggests “Bookstores.”

3. Click **Bookstores** in the Suggestions list box, then click **Change**

If PowerPoint finds any other words it does not recognize, either change them or ignore them. When the spellchecker finishes checking your presentation, the Spelling dialog box closes, and a PowerPoint alert box opens with a message saying the spelling check is complete.

4. Click **OK**

The alert box closes. Maria is satisfied with her presentation so far and decides to print it.

5. Click **File** on the menu bar, then click **Print**

6. Make sure **Slides** is selected in the Print what list box, click the **Color/grayscale list arrow**, then click **Pure Black and White**

7. Click the **Frame slides check box** to select it, as shown in Figure B-13

The slides of your presentation print with a frame around each page.

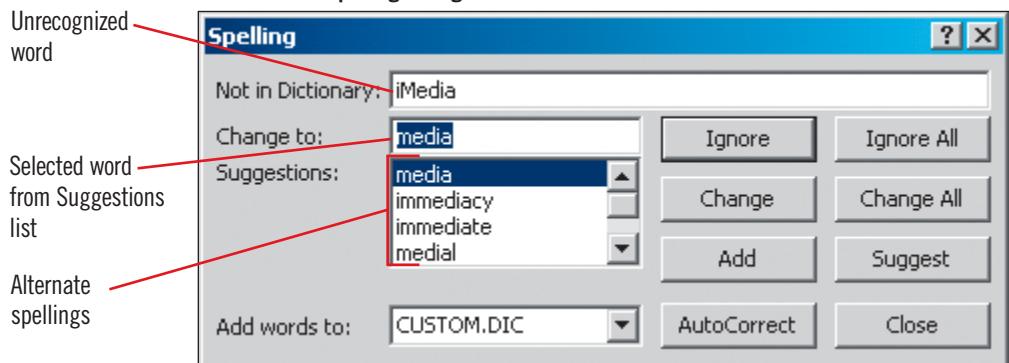
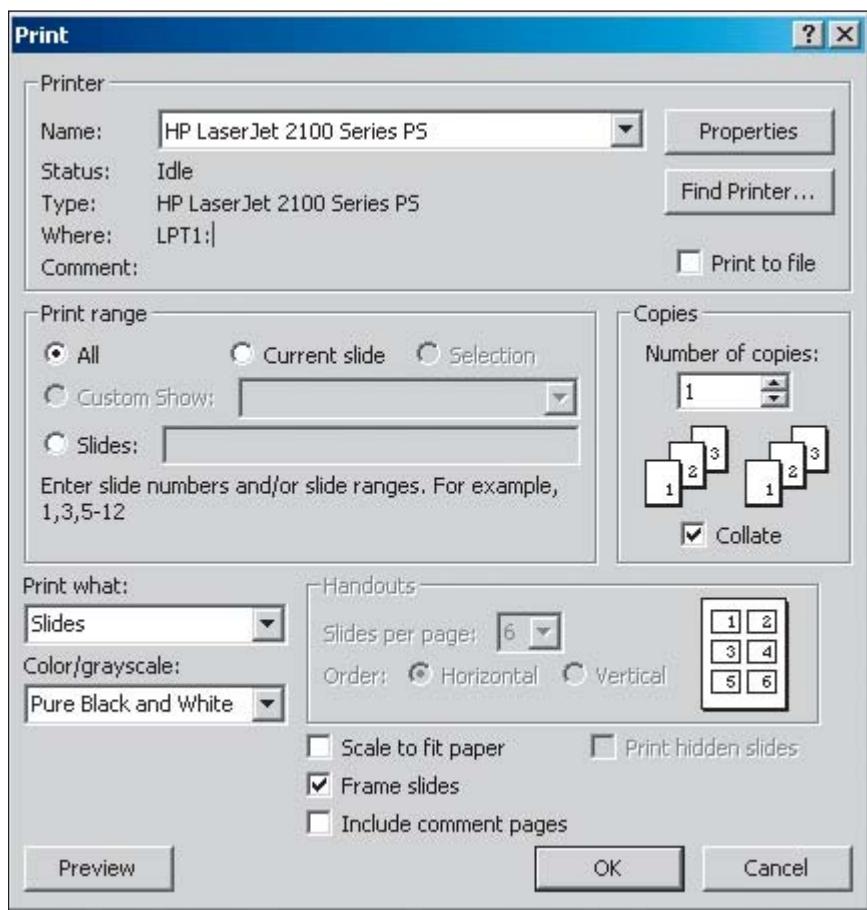
8. Click **OK**, return to **Slide 1** in Normal view, then save your presentation



Checking spelling as you type

PowerPoint checks your spelling as you type. If you type a word that is not in the electronic dictionary, a wavy, red line appears under it. To correct the error, right-click the misspelled word. A pop-up menu appears with one or more suggestions. You can select a suggestion, add the word you typed to your custom dictionary, or ignore it. To turn off automatic

spellchecking, click Tools on the menu bar, then click Options to open the Options dialog box. Click the Spelling and Style tab, and in the Spelling section, click the Check spelling as you type check box to deselect it. To temporarily hide the wavy, red lines, click the Hide all spelling errors check box to select it.

FIGURE B-12: Spelling dialog box**FIGURE B-13:** Print dialog box**TABLE B-2:** Spelling dialog box commands

command	description
Ignore/Ignore All	Continues spellchecking without making any changes to the identified word (or all occurrences of the identified word)
Change/Change All	Changes the identified word (or all occurrences) to the suggested word
Add	Adds the identified word to your custom dictionary; spellchecker will not flag it again
Suggest	Suggests an alternative spelling for the identified word
AutoCorrect	Adds the suggested word as an AutoCorrect entry for the highlighted word
Add words to	Lets you choose a custom dictionary where you store words you often use but that are not part of the PowerPoint dictionary



Evaluating a Presentation

As you create a presentation, keep in mind that good design involves preparation. An effective presentation is both focused and visually appealing—easy for the speaker to present and easy for the audience to understand. The visual elements (colors, graphics, and text) can strongly influence the audience's attention and interest and can determine the success of your presentation. See Table B-3 for general information on the impact a visual presentation has on an audience.



Maria evaluates her presentation's effectiveness.

Steps 123⁴

1. Click the **Slide Show** button , then press **[Enter]** to move through the slide show
2. When you are finished viewing the slide show, click the **Slide Sorter View** button  Maria decides that Slide 4 should come before Slide 3.
3. Drag **Slide 4** between Slides 2 and 3, then release the mouse button
The thin, black line that moved with the pointer indicates the slide's new position. The final presentation is shown in Slide Sorter view. Compare your screen to Figure B-14. For contrast, Figure B-15 shows a poorly designed slide.
4. When you are finished evaluating your presentation according to the following guidelines, save your changes, then close the presentation and exit PowerPoint

Details

In evaluating a presentation, it is important to:

► **Keep your message focused**

Don't put everything you plan to say on your presentation slides. Keep the audience anticipating further explanations to the key points shown.

► **Keep your text concise**

Limit each slide to six words per line and six lines per slide. Use lists and symbols to help prioritize your points visually. Your presentation text provides only the highlights; use notes to give more detailed information. Maria's presentation focuses attention on the key issues. She will supplement the information with further explanation and details during her presentation.

► **Keep the design simple, easy to read, and appropriate for the content**

A design template makes the presentation consistent. If you design your own layout, keep it simple and use design elements sparingly. Use similar design elements consistently throughout the presentation; otherwise, your audience will get confused. Maria used a simple design template; the colored box cluster and horizontal line give the presentation an interesting, somewhat artistic, look, which is appropriate for a casual professional presentation.

► **Choose attractive colors that make the slide easy to read**

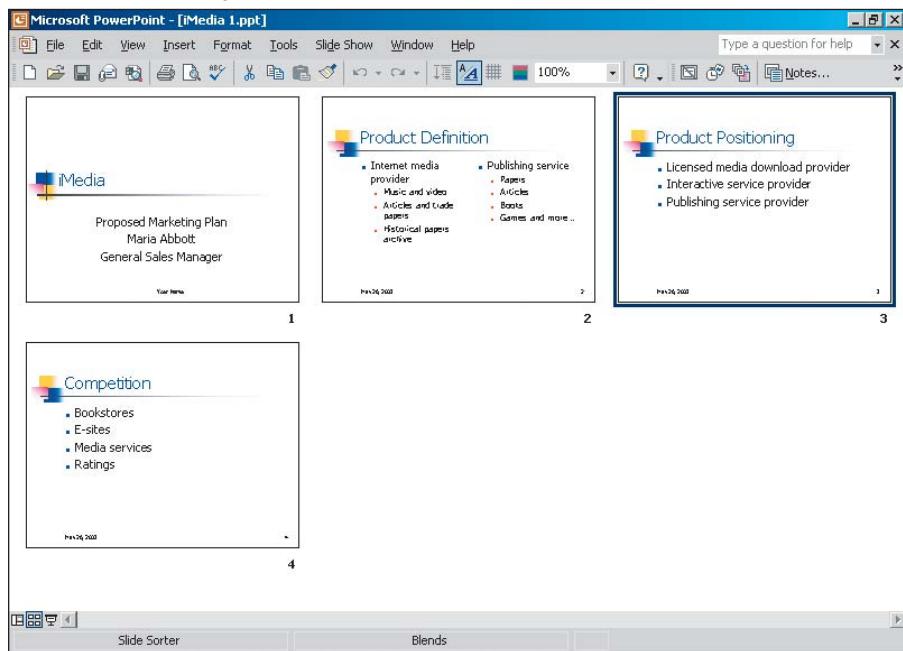
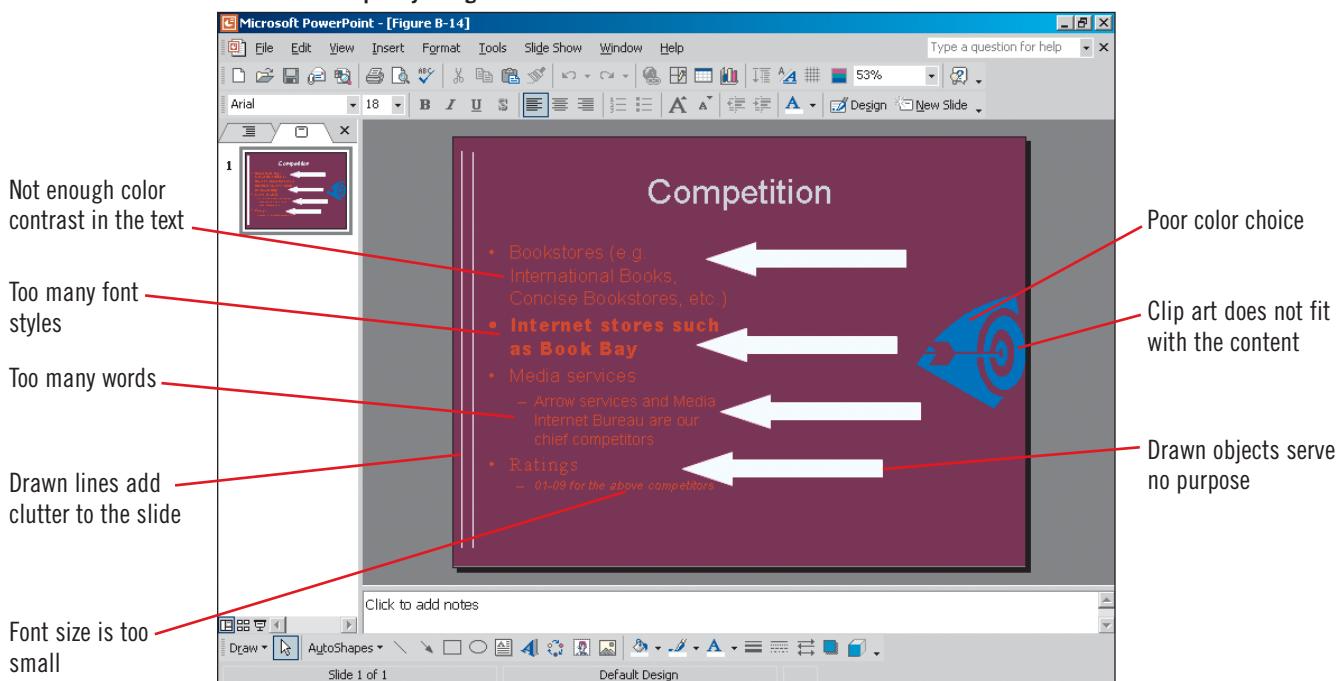
Use contrasting colors for slide background and text to make the text readable. If you are giving an on-screen presentation, you can use almost any combination of colors that look good together.

► **Choose fonts and styles that are easy to read and emphasize important text**

As a general rule, use no more than two fonts in a presentation and vary the font size, using nothing smaller than 24 points. Use bold and italic attributes selectively.

► **Use visuals to help communicate the message of your presentation**

Commonly used visuals include clip art, photographs, charts, worksheets, tables, and movies. Whenever possible, replace text with a visual, but be careful not to overcrowd your slides. White space on your slides is OK!

FIGURE B-14: The final presentation in Slide Sorter view**FIGURE B-15:** A poorly designed slide in Normal view**TABLE B-3:** Audience impact from a visual presentation

impact	description
Visual reception	Most people receive up to 75% of all environmental stimuli through the human sense of sight
Learning	Up to 90% of what an audience learns comes from visual and audio messages
Retention	Combining visual messages with verbal messages can increase memory retention by as much as 30%
Presentation goals	You are twice as likely to achieve your communication objectives using a visual presentation
Meeting length	You are likely to decrease the average meeting length by 25% when you use visual presentation

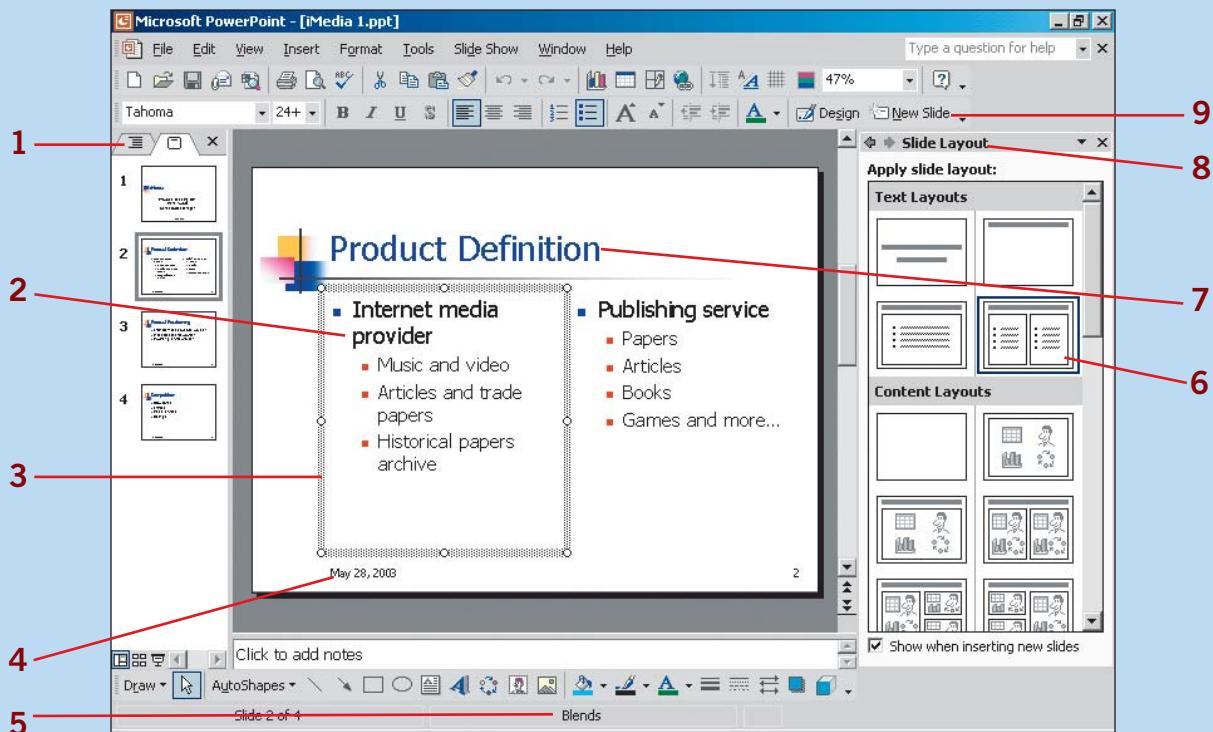
Source: Presenters Online, www.presentersonline.com

Practice

► Concepts Review

Label each element of the PowerPoint window shown in Figure B-16.

FIGURE B-16



Match each term with the statement that describes it.

- 10. Selection box
- 11. Insertion point
- 12. Slide icon
- 13. Design template
- 14. Text placeholder
- 15. Slide layout

- a. A specific design, format, and color scheme that is applied to all the slides in a presentation
- b. A blinking vertical line that indicates where your text will appear in a text object
- c. Determines how all of the elements on a slide are arranged
- d. The slanted line border that appears around a text placeholder, indicating that it is ready to select text
- e. A box with a dashed border in which you can enter text
- f. In Outline view, the symbol that represents a slide

Select the best answer from the list of choices.

16. What is the definition of a slide layout?

- a. A slide layout automatically applies all the objects you can use on a slide.
- b. A slide layout determines how all the elements on a slide are arranged.
- c. A slide layout applies a different template to the presentation.
- d. A slide layout puts all your slides in order.

17. When you type text in a text placeholder, it becomes:

- a. A label.
- b. A text label.
- c. A selection box.
- d. A text object.

18. When the spellchecker identifies a word as misspelled, which of the following is not a choice?

- a. To ignore this occurrence of the error
- b. To change the misspelled word to the correct spelling
- c. To have the spellchecker automatically correct all the errors it finds
- d. To ignore all occurrences of the error in the presentation

19. When you evaluate your presentation, you should make sure it follows which of the following criteria?

- a. The slides should include every piece of information to be presented so the audience can read it.
- b. The slides should use as many colors as possible to hold the audience's attention.
- c. Many different typefaces will make the slides more interesting.
- d. The message should be clearly outlined without a lot of extra words.

20. According to the unit, which of the following is *not* a guideline for planning a presentation?

- a. Determine the purpose of the presentation
- b. Determine what you want to produce when the presentation is finished
- c. Determine which type of output you will need to best convey your message
- d. Determine who else can give the final presentation

21. Which of the following statements is *not* true?

- a. You can customize any PowerPoint template.
- b. The spellchecker will identify "there" as misspelled if the correct word for the context is "their."
- c. Speaker notes do not appear during the slide show.
- d. PowerPoint has many colorful templates from which to choose.

22. Where else can you enter slide text?

- a. Outline tab
- b. Outline view
- c. Notes Page view
- d. Slides tab

► Skills Review

1. Enter slide text.

- Start PowerPoint if necessary.
- In the slide pane in Normal view, enter the text **Product Marketing** in the title placeholder.
- In the main text placeholder, enter **Ian Kuvick**.
- On the next line of the placeholder, enter **Manager**.
- On the next line of the placeholder, enter **Oct. 11, 2003**.
- Deselect the text object.
- Save the presentation as **RouterJet Testing** to the drive and folder where your Project Files are located.

2. Create new slides.

- Create a new slide.
- Review the text in Table B-4, then select the appropriate slide layout.
- Enter the text from Table B-4 into the new slide.
- Create a new bulleted list slide using the Slide Layout task pane.
- Enter the text from Table B-5 into the new slide.
- Save your changes.

3. Enter text on the Outline tab.

- Open the Outline tab.
- Create a new bulleted list slide after the last one.
- Enter the text from Table B-6 into the new slide.
- Move the third bullet point in the text object to the second position.
- Switch back to the Slides tab.
- Save your changes.

4. Add slide headers and footers.

- Open the Header and Footer dialog box.
- Type today's date into the Fixed text box.
- Add the slide number to the footer.
- Type your name in the Footer text box.
- Apply the footer to all of the slides.
- Open the Header and Footer dialog box again, then click the Notes and Handouts tab.
- Enter today's date in the Fixed text box.
- Type the name of your class in the Header text box.
- Type your name in the Footer text box.
- Apply the header and footer information to all the notes and handouts.
- Save your changes.

TABLE B-4

Text Object	Text to Insert
Slide title	RouterJet Project Tests - Ian
First indent level	Focus: Component System
Second indent level	User access components Security components Network components System components
First indent level	Data Files and Report
Second indent level	Compile component data files Define component interface parameters Write function data report

TABLE B-5

Text Object	Text to Insert
Slide title	RouterJet Project Tests - Elaine
First indent level	Focus: Network Integration
Second indent level	Server codes and routes File transfer Data conversion Platform functionality ratings

TABLE B-6

Text Object	Text to Insert
Slide title	RouterJet Project Tests - Rajesh
First indent level	Focus: Software QA
Second indent level	User access testing Software compatibility testing Platform testing

5. Choose a look for a presentation.

- a. Open the Slide Design task pane.
- b. Locate the Network template, then apply it to all the slides. (*Hint:* The template designs are sorted in alphabetical order.)
- c. Move to Slide 1.
- d. Locate the Crayons template, then apply it to Slide 1.
- e. Save your changes.

6. Check spelling in a presentation.

- a. Perform a spelling check on the document and change any misspelled words. Ignore any words that are correctly spelled but that the spellchecker doesn't recognize.
- b. Save your changes.

7. Evaluate a presentation.

- a. View Slide 1 in Slide Show view, then move through the slide show.
- b. Evaluate the presentation using the points described in the lesson as criteria.
- c. Preview your presentation.
- d. Print the outline of the presentation.
- e. Print the slides of your presentation in grayscale with a frame around each slide.
- f. Save your changes, close the presentation, and exit PowerPoint.

► Independent Challenge 1

You are an independent distributor of natural foods in Tucson, Arizona. Your business, Harvest Natural Foods, has grown progressively since its inception eight years ago, but sales and profits have leveled off over the last nine months. In an effort to stimulate growth, you decide to acquire two major natural food dealers, which would allow Harvest Natural Foods to expand its territory into surrounding states. Use PowerPoint to develop a presentation that you can use to gain a financial backer for the acquisition.

- a. Start PowerPoint. Choose the Maple design template. Enter **Growth Plan** as the main title on the title slide, and **Harvest Natural Foods** as the subtitle.
- b. Save the presentation as **Harvest Proposal** to the drive and folder where your Project Files are located.
- c. Add five more slides with the following titles: Slide 2—Background; Slide 3—Current Situation; Slide 4—Acquisition Goals; Slide 5—Our Management Team; Slide 6—Funding Required.
- d. Enter text into the text placeholders of the slides. Use both the slide pane and the Outline tab to enter text.
- e. Create a new slide at the end of the presentation. Enter concluding text on the slide, summarizing the main points of the presentation.
- f. Check the spelling in the presentation.
- g. View the presentation as a slide show, then view the slides in Slide Sorter view. Evaluate your presentation and make any changes you feel are necessary.
- h. Add your name as a footer on the notes and handouts, print handouts (6 slides per page), and then print the presentation outline.
- i. Save your changes, close your presentation, then exit PowerPoint.

► Independent Challenge 2

You have been asked to give a one-day course at a local adult education center. The course is called “Personal Computing for the Slightly Anxious Beginner” and is intended for adults who have never used a computer. One of your responsibilities is to create presentation slides that outline the course materials.

Plan and create presentation slides that outline the course material for the students. Create slides for the course introduction, course description, course text, grading policies, and a detailed syllabus. Create your own course material, but assume the following: the school has a computer lab with IBM-compatible computers and Microsoft Windows software; each student has a computer; the prospective students are intimidated by computers but want to learn; and the course is on a Saturday from 9 to 5, with a one-hour lunch break.

- a. Think about the results you want to see, the information you need, and the type of message you want to communicate.
- b. Write an outline of your presentation. What content should go on the slides? Remember that your audience has never used computers before and will need computer terms defined.
- c. Start PowerPoint and create the presentation by entering the title slide text.
- d. Create the required slides as well as an ending slide that summarizes your presentation.
- e. Add a design template. Choose one that is appropriate to your presentation message and your intended audience.
- f. Check the spelling in the presentation.
- g. Save the presentation as **Class 1** to the drive and folder where your Project Files are located.
- h. View the slide show.
- i. View the slides in Slide Sorter view, and evaluate your presentation. Adjust it as necessary so that it is focused, clear, concise, and readable. Make sure none of the slides is too cluttered.
- j. Add your name as a footer on the notes and handouts, print handouts (6 slides per page), and then print the presentation outline.
- k. Save your changes, close your presentation, then exit PowerPoint.

► Independent Challenge 3

You are the training director for Events, Ltd, a German company in Berlin that coordinates special events, including corporate functions, weddings, and private parties. You regularly train groups of temporary employees that you can call on as coordinators, kitchen and wait staff, and coat checkers for specific events. The company trains 10 to 15 new workers each month for the peak season between May and September. One of your responsibilities is to orient new temporary employees at the next training session.

Plan and create presentation slides that outline your employee orientation. Create slides for the introduction, agenda, company history, dress requirements, principles for interacting successfully with guests, and safety requirements. Create your own presentation and company material, but assume the following: Events Ltd is owned by Jan Negd-Sorenson; the new employee training class lasts four hours, and your orientation lasts 15 minutes; the training director's presentation lasts 15 minutes; and the dress code requires uniforms, supplied by Events, Ltd (white for daytime events, black and white for evening events).

- a. Think about the results you want to see, the information you need, and the message you want to communicate.
- b. Write a presentation outline. What content should go on the slides?
- c. Start PowerPoint and create the presentation by entering the slide text for all your slides.
- d. Create a slide that summarizes your presentation.

e. Create an ending slide with the following information:

Events, Ltd
Gubener Strase 49, 10243 Berlin
(Berlin-Friedrichshain)
TEL.: 293755, FAX: 29375799

f. Check the spelling in the presentation.
g. Save the presentation as **Training Class** to the drive and folder where your Project Files are located.
h. View the slide show, then view the slides in Slide Sorter view. Evaluate your presentation, make any changes necessary so that the final version is focused, clear, concise, and readable.
i. Add your name as a footer on the notes and handouts, print the presentation as handouts (2 slides per page), then print the presentation outline.
j. Save your changes, close your presentation, then exit PowerPoint.



Independent Challenge 4

One of the best things about PowerPoint is the flexibility you have in creating your presentations, but that same flexibility can result in slides that may appear cluttered, unorganized, and hard to read. Unit B introduced you to some concepts that you can use to help create good presentations using PowerPoint. Use the Web to research more guidelines and tips on creating effective presentations.

Plan and create a presentation that explains these tips to an audience of beginning PowerPoint users. The information you find on the Web should include the following topics:

- Message organization
- Text arrangement and amount
- Slide layout and design
- Presentation development
- Room layout and delivery
- Equipment

a. Connect to the Internet, then use a search engine to locate Web sites that have information on presentations. Use the keywords **presentation tips** to conduct your search. If your search does not produce any results, you might try the following sites:

www.presentersonline.com
www.boxlight.com
www.ljseminars.com

b. Review at least two Web sites that contain information about presentation tips and guidelines.

c. Start PowerPoint. Title the presentation **Presentation Tips**.

d. Create a presentation with at least five slides. Each slide should contain one main tip with supporting information about that tip.

e. Add a final slide titled **Presentation Tip URLs**. List the URLs from which you obtained the information you used in your presentation.

f. Apply an appropriate design template.

g. Save the presentation as **Presentation Tips** to the drive and folder where your Project Files are located.

h. Add your name as a footer to the slides and notes and handouts, check the spelling in the presentation, then view the final presentation as a slide show.

i. View your presentation in Slide Sorter view and evaluate it. Make any changes necessary so that the final version is focused, clear, concise, and readable.

j. Save your final presentation, print the slides as handouts, 2 per page, then close the presentation and exit PowerPoint.

► Visual Workshop

Create the marketing presentation shown in Figures B-17 and B-18. Add today's date as the date on the title slide. Save the presentation as **Sales Project** to the drive and folder where your Project Files are located. Review your slides in Slide Show view, add your name as a footer to the slides and the notes and handouts. Print the first slide of your presentation as a slide, and print the outline. Save your changes, close the presentation, and exit PowerPoint.

FIGURE B-17

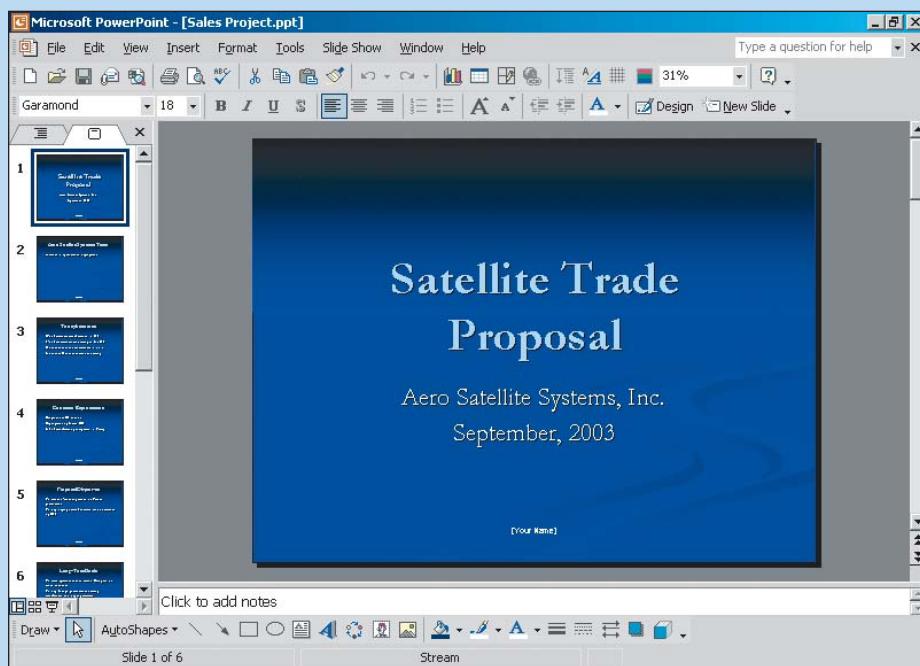


FIGURE B-18

